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Cal Poly International Printing Week Featured Lectures, Banquet

SAN LUIS OBISPO -- Cal Poly's recent International Printing Week attracted some 20 nationally known industry leaders, who addressed students, faculty and graphic arts professional on design, packaging, graphic communication technology and management. Here are some highlights.

Speakers Stephanie and Brian Tippitt of Downstairs Design; Phil Stockwell, prepress manager of WS Packaging; Andrea Aplan, graphics editor of Central Coast Magazine; and Hilary Fruiht and Kristen Fillion of Boise Paper spoke on facets of design, packaging and Web development, and how technology and substrate selection influences the structure and included

- Digital press technology leaders Duncan Newton, field marketing manager for graphic arts at Océ North America; Robin Walton, "digital evangelist," from Hewlett-Packard; and James Huggins, western regional manager for production color at Xerox, led a panel discussion on digital printing from a "value" standpoint, focusing on the differences between digital and traditional printing.
- Ron Selvey, electronic publishing specialist for the Government Printing Office in Washington, D.C., spoke on "Bringing the Government Printing Office into the 21st Century"; Mitchell Shinozaki, president, Toppan Forms America, presented "RFID Technology and Advances"; and John Grubb, educational services senior trainer for EFI, talked about "EFI and RIP Technology."
- Also Barbara Pellow, chief marketing officer and vice president of Graphic Communications Group for Eastman Kodak Co. spoke on sales and management issues concerning the prepress vendor industry segment and the impact of digital non-print technology on graphic communication.
- A second panel discussion was held on marketing, sales and management issues facing the commercial printing industry. Panelists included Michael Cunningham, clinical professor of entrepreneurship at San Diego State University and research professor at Cal Poly; Keith Pasquini, senior account director at DST Output; Jim Hahn, director of sales and marketing at ColorGraphics; and Ray Hartman, executive vice president for technology and equipment technology and engineering at R. R. Donnelley Co.
- An HP/Indigo 3050 digital press donated to Cal Poly's Graphic Communication by the Hewlett-Packard Corp was dedicated, followed by the dedication and demonstration of a Xerox Docucolor 3535 and an EFI Splash RIP gifted to the department by the Xerox Corp. and EFI.
- Thursday, Jan. 19, was designated Terry Bell Graphic Communication Management Day. Bell, who recently passed away, was vice president and part owner of ColorGraphics. Bell was highly instrumental in supporting development efforts for the Graphic Communication Department and served on the department's advisory board.
- Chris Echevarria, manager of marketing information for Goss International and Sue Klutnick, Western regional sales manager/commercial web, from MAN Roland, talked about issues related to marketing, sales and production.
- Kodak's Barbara Pellow was the keynote speaker at Cal Poly's International Printing Week banquet, during which a Graphic Communication Department endowment in the name of Terry Bell was announced; a gift of \$20,000 to the Graphic Communication Institute at Cal Poly from R. R. Donnelley was presented, and gravure expert Marcel Verdooner was honored for 30 years of service as advisor to the Graphic Communication Department.

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